# 90th Annual
# Midsummer Festival

Given under the auspices of

## Swedish American Patriotic League

**SATURDAY**
**June 23rd, 1984**
**All Day**

**SVEADAL**
Uvas Canyon, Santa Clara County

# Swedish American Patriotic League

SAN FRANCISCO OAKLAND

*wishes one and all a Happy Midsummer*

*on the 90th Consecutive Midsummer Festival*

with sincere appreciation to the many committees and friends for their support and efforts to make this Annual Midsummer Festival an outstanding success.

**DENNIS SEVERSON**
President, San Francisco

**BERT NELSON**
President, Oakland

*Happy Midsummer*

THANK YOU CABIN OWNERS

**ELISE NELSON**

**Wishing QUEEN ELISE and all her happy subjects**

**Glad Midsommar**
on the 90th festival
**Evelyn and Hugo Olsson**

**Happy Midsummer**

**from**

**When you travel to Europe fly**

SAS
SCANDINAVIAN AIRLINES SYSTEM

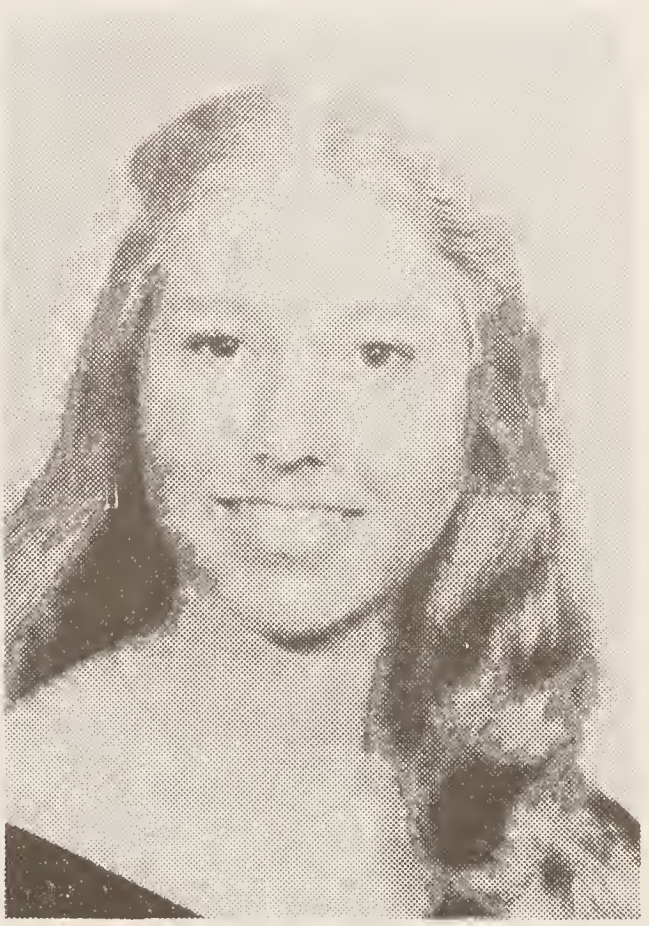
**via Seattle Los Angeles New York or Chicago**

**400 Post Street, San Francisco, CA 94102** **(800) 252-0161**

# GLAD MIDSOMMAR

**ELISE NELSON**
**Midsummer Queen**

**ANNE MARIE STAMM**
**Svea**



**DIANA HANLON**
**Columbia**

Midsummer Greetings from

**TEGNÉR LODGE No. 149, V.O.A.**

meet every third Thursday
Veterans Building
1105 Bancroft Ave., San Leandro

LOLA McCREERY, *Chairman*

ASTRI FEIST, *Secretary*

---

## *The Golden Gate District Lodges*

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District consisting of 20 local lodges in San Francisco, Oakland, Berkeley, Concord, Stockton, Modesto, Turlock, Fresno, San Jose, Palo Alto, San Mateo, Petaluma, Sacramento, Yuba City, Paradise, Eureka, Redding, Reno and Oroville, extends to you a cordial invitation to become a member of the Vasa Order of America.

**MARGARETA SULLIVAN**
District Master

**JOAN GRAHAM**
District Secretary

---

Best wishes for a successful
**MIDSUMMER FESTIVAL**

## FYLGIA LODGE No. 119

**Vasa Order of America**

**The Color Guard here today**

**is part of**

**Fylgia's Drill Team**

**Filip Palsson**
Chairman

**S. William Sjodahl**
Secretary

---

## *Glad Midsommar*

## *Nordiska Butik*

**Fine Scandinavian Gifts**

Mary Ann Peterson
Vicki Peterson

771 Monterey Blvd.
San Francisco, CA 94127
(415) 239-8107

---

MIDSUMMER GREETINGS

## *Tor Lodge No. 537, V.O.A.*

San Francisco

*Meets Second Friday in each month at Swedish-American Hall, 2174 Market St.*

EVELYN EIKELAND, *Chairman*
ELLEN SANDBERG, *Secretary*

---

**ANDERS och**
**ELLEN SANDBERG**

**önskar alla sina vänner**
**en Glad Midsommar**

GREETINGS FROM SWEDEN..... Sven Eliason
Consul General of Sweden

DAL DANS - PARISA-POLKA

Zavrti Folk Ensemble.. Bob Fraley, Director

THE QUEEN'S COURT..... Bertil Ericson
Vice President, SAPL/Oakland

Marcie Arens, Catherine de Gaston, Dana Henderson, Allison Hill, Deborah Holmgren, Karin Lundberg, Petra Massberg, Stacey Montgomery, Celeste Nyland, Lisa Nelson, Jennie Olson and Nicole Peters

Crown Bearer: Karen Juul
Train Bearers: Greta and Ingrid Nelson

PROCESSION TO THE DANCE FLOOR AND MAYPOLE

* * * * *

MIDSUMMER QUEEN'S WALTZ

SWEDISH FOLK DANCE EXHIBITION & RING DANCES

Zavrti Folk Ensemble
& Musicians

SMÖRGÅSBORD - 6 P.M..... Maude Bombardier
$8.00 per person

DANCING - 8 P.M..... Gary Pacini's Band

## GLAD MIDSOMMAR

**Happy 90th Midsummer Festival**

**TED OLSSON**

**ASTRID YPERMAN**

## Midsummer Greetings

**THE MASSEYS**

**Jack** **Karin**

**Ryan**

**Darren — Conor — Andrea**

**Brendan**

## GLAD MIDSOMMAR

önskas av

**Eva & Oscar F. Person**

## GLAD MIDSOMMAR

**copenhagen corner**

**SCANDINAVIAN GIFTWARE**

(408) 269-4833

By appointment only

Dala horses, Crystal, Pewter, Jewelry, Clogs, Collectors Plates, Fine China

**Ulla E. Karlsson**

## *Midsummer Greetings*

## Carl W. Svenson

## Erik Mark Kjell

## Midsummer Greetings

**THE SWEDISH SOCIETY OF OAKLAND**

meets 2nd and 4th Tuesday in

Björnson Hall, Oakland

BERT ERICKSON, *President*

ROBERT THIELE, *Secretary*

524-6150

**For membership information contact above officers.**

Now is the time to join the East Bay's oldest and most progressive Society. Financially sound

**SWEDISH LADIES SOCIETY**
**of San Francisco**

*2174 Market Street*

Sick Benefit and Social Organization

Meetings 2nd Thursday at Noon

KAY CARLSON, *President*

DIANE JAUREGUI, *Secretary*

SWEDISH LADIES SOCIETY

JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

*Meetings second Thursday every month in Björnson Hall*

*President* — EDITH DEGLER

*Secretary*—BERTHA BECHTLE

# 90 Years of Midsummer Festivals

The Swedish American Patriotic League as such did not organize the first Midsummer Festival in San Francisco, but both the League and the festivals are direct results of the first historic occasion at the Midwinter Fair and Exhibition at Golden Gate Park in 1894.

Since then Midsummer Festivals have been held every year under the auspices of the League. A festival was even arranged in 1906, the year of the earthquake and fire. It was held in Shell Mound Park in the East Bay, attended by an estimated 3500 persons, eager to meet the survivors of the disaster in San Francisco.

During the years Midsummer Festivals have been held at various places. For the longest time, 26 years, it was held in the Scottish Rite Auditorium in San Francisco. At the time in 1968 when the Auditorium was converted to a movie house, the League decided to move the festival to its own recreation park, Sveadal. There it has been held ever since.

We hope you will enjoy today's festival, the 90th Midsummer Festival, oldest in the world outside of Sweden.


**Midsummer Greetings**

**DENNIS SEVERSON**
President

Swedish American Patriotic League

*Midsummer Greetings*

**from**

**The Swedish-American Patriotic League of Oakland**
BERT NELSON, *President*

*Enjoy*

# SVEADAL

***this summer***

**Your own Recreation Park in Uvas Canyon, Santa Clara County**

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

**CALENDAR OF EVENTS**

**July** 4—7—8—Tennis Tournament

**July** 28—58th Anniversary of Sveadal

**September 2**—Labor Day Weekend Swimming Races

# P R O G R A M

## 4 P.M. on the Lawn

PARADE:

Fylgia Flag Bearers, Officers, Performers Costume Group, Maids of Honor, Columbia, Svea, Crown Bearer, Midsummer Queen, and Train Bearers

FLAG SALUTE TO THE QUEEN

Flag Bearers of Fylgia Lodge No. 119, VOA

NATIONAL ANTHEMS (in unison)

The Star-Spangled Banner
Du Gamla, Du Fria
..... Zaida Binetti, Director
..... Kurt Talbot, drums

WELCOME..... Hugo Olsson
Master of Ceremonies

CROWNING OF THE QUEEN..... Dennis Severson
President, SAPL/S.F.

ON THE OL' BANJO..... Charlie Tagowa

PRESENTATION OF COLUMBIA..... Ted Olsson
Vice President, SAPL/S.F.

PRESENTATION OF SVEA..... Bert. Nelson
President, SAPL/Oakland

SWEDISH MELODIES

Zaida Zingers..... Zaida Binetti, Director

SWEDISH CLUB
SAN FRANCISCO
AND BAY AREA

Officers
and
Members
of the
**SWEDISH CLUB**
önskar alla

**EN GLAD MIDSOMMAR**

---

## *Midsummer Greetings*

**MARTHA KUHNLE**

---

## Midsummer Greetings

**from**

**Bert and Gloria Nelson**

★★★★★★★★★★★★★★★★★★★★★★★★

**Phone 861-9913**

## *Scandinavian Delicatessen*

Sandwiches  Hot Food
Imported Foods
Tuborgs on tap - Catering

2251 Market Street
San Francisco, Calif. 94114

Ernst Meyer, Prop.

---

## Midsummer Greetings

from

## THE SWEDISH SOCIETY
**OF SAN FRANCISCO**

**A Century of Fraternalism**
**in the Bay Area**

We own and operate the
**Swedish American Hall**
**2174 Market Street, S.F.**
for your pleasure

*

We have facilities for meetings—
recreation — dinners — Socials
organizations

*

**Phone 861-9313**

★★★★★★★★★★★★★★★★★★★★★★★★

---

## Midsummer Greetings

from

## SAN MATEO INVESTMENT CO.

**Telephone 349-2121**

**REAL ESTATE**

**4100 El Camino Real**

**San Mateo**

STROM & SMITH INC.

LIGHTING FIXTURES

1077 Valencia Street
San Francisco 647-8750

:**********

*Wishing you a*
*Happy Midsummer*

**ROY ANDERSON PAINT CO**

DEBCO INDUSTRIAL COATINGS
O'SULLIVAN® PRODUCTS

*Manufacturers . . . . . Distributors*
*Since 1927*

**SIV och**
**ART ELWING**

önskar en

GLAD
MIDSOMMAR

**Siv Custom**
**Picture Framing**
San Carlos

*Wishing you a most*

**Happy Midsummer**

**George and Edeltrude Frykberg**
**Jack and Georgia Gerritsen**

# SHAKE — RATTLE — N' — ROLL

**For Fun and Fellowship**

**come to**

# SVEADAL CLUB'S "Sock Hop"

**"Stroll back to the 50's"**

## SATURDAY, AUGUST 11, 1984

## In Sveadal

**Cocktails — Pool — Dinner — Entertainment**

**Dancing — Games for all ages**

For more information

Jeff Van Horn (415) 968-5532

Jim O'Connor (415) 994-3487

Reservations

Arlene O'Connor (415) 994-3487

---

Midsummer Greetings from

**Gladys Peterson**

---

Midsummer Greetings

from

Vera and John Nelson

---

*Wishing you a*

*Happy Midsummer*

**THE WEISSENBORNS**

**Ken, Charlotte,**

**Karin, Linnea and Marta**

---

**Wishing you a very**

***Happy Midsummer***

Congratulations to

the 90th Festival

Ramona and Harry Talbot

# The Nordic Touch

*Fine Gifts for Home and Friends*

Outstanding Selection of Imports from Northern Europe. Unique Items for Gifts and for the Home. Crystal, Pewter, Jewelry, Hand Carved Figures, Clogs, Sweaters, Collectors Plates, and Danish Porcelain...

Solveig Downs • Proprietor
106 Town & Country Village, Sunnyvale, California

408-735-0892

*Greetings and best wishes for a*

# Happy Midsummer

from

Mrs. Reno F. Anderson

Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS